

Shai Deutsch

Games & UX · Onboarding · Player experience · Qualitative iteration

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PROFILE

Game and learning-design generalist with hands-on experience in tutorial, progression, level and player-experience design for a collaborative indie prototype, supported by a broader background in learning systems, player feedback and product experimentation. Strong in thinking from the user's perspective, sequencing complexity, diagnosing confusion and turning observations into clearer interaction and onboarding decisions.

CORE STRENGTHS

Player / user observation · Tutorial & onboarding · Progression design · Level-flow thinking · Qualitative diagnosis · Prototype iteration · Systems thinking · Cross-functional communication

SELECTED EXPERIENCE & PROJECTS

Breaking Game — Game / Product Design Collaborator

Collaborative indie prototype | 2023–2024

- Helped originate the destruction direction from an asset-built Unity scene, then developed it into a broader playable concept with time pressure, collectible resources, weapon choice, upgrades, progression gates and replay structure.
- Took responsibility for design work including level design, tutorial progression, core-loop development, puzzles, weapons/upgrades and player experience.
- Designed tutorial and level flows that staged new mechanics, gated progression, provided feedback, allowed alternate solutions and included fail-safes for common player errors.
- Worked with a developer and 3D artist to translate design into technical/art requirements, review playtests and re-scope the project as constraints emerged; the project did not ship.

Twitch / Nomad1sh — Creator & Games Experiment

Aug 2022–Jul 2023

- Ran 251 stream days and approximately 1,045 live hours while building an interactive games-focused channel; reached Twitch Affiliate in about eight weeks.
- Built OBS / MixItUp interaction systems and created Indie Friday as a repeatable developer intake and scheduling format.
- Developed durable indie-developer relationships and repeatedly gave public game feedback around onboarding, progression, feedback, discoverability and game feel.

Frog Goose Bachata — Co-founder & Head of Education

Da Nang, Vietnam | 2024–Sep 2026

- Built progression and prerequisite structures for a multi-level learning system, with repeated observation of where learners misunderstood, stalled or needed a different sequence.
- Designed drills and teaching interventions around feedback, pacing and progressive complexity, providing cross-domain evidence for onboarding and learning-system thinking.

MoodMinder — Independent Product-Build Experiment

Personal digital product | Started 2024

- Specified and iterated a personal digital product across multiple builder tools and technical stacks, working through authentication, data, build and deployment constraints.
- Useful as product-prototyping evidence: translating a user need into flows, data structure and an implemented experience without claiming professional software engineering.

Independent Dance Teaching & Coaching — Instructor / Coach

Independent | 2019–2020; 2023–2026

- Used close observation to diagnose subtle learner issues and test targeted interventions, then adjusted based on visible response.
- Built repeatable practice constraints and feedback loops for complex physical skills, strengthening qualitative user-observation and learning-transfer experience.

Dog Behaviour Specialist — Independent Service

Israel | 2021–2022

- Used observation, behavior hypotheses and individualized interventions for reactivity, fear, arousal and environmental triggers.
- Provides cross-domain evidence for qualitative diagnosis: observe behavior, form a hypothesis, test an intervention and revise based on response.

ADDITIONAL EXPERIENCE

Hebrew University of Jerusalem — External Relations | 2018–2020

Cross-cultural coordination, public communication and complex stakeholder logistics.

Kumba Ltd. — Customer Success | 2020–2021

Customer-facing startup operations; included for employment continuity rather than as a games/UX claim.

Naftali Tours — Tour Operations | 2022

Multi-party scheduling and vendor logistics for large Korean / Asian travel groups.

EDUCATION & TRAINING

Hebrew University of Jerusalem — B.A. | International Relations & East Asian Studies | 2019

Official final average: 86.63/100. Degree combined social-science and East Asia study with sustained Mandarin coursework.

JDance | Teacher Training Qualification

Formal dance-teacher training completed before later independent coaching and Frog Goose work.

Marker Training | Force-free dog-training program | 2021–2022

Year-long coursework and practical training; presented as training, not a completed professional certification.

Programming Foundations: Software Testing / QA | 2022

TOOLS & LANGUAGES

Digital tools: Miro · Figma · OBS/MixItUp · Video & audio editing · WordPress/Gutenberg · Google Workspace & Microsoft 365 · AI-assisted & low-code prototyping · Supabase / React / TypeScript / Vite exposure

Languages: English · Hebrew · Mandarin Chinese (historical HSK 3) · Basic Spanish